

Message Text

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PAGE 01 STATE 075859
ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 R

DRAFTED BY COM/BIC/OIM/TWBURNS/DMW/238
APPROVED BY EA/TB:LLROCKE
COM/BIC/OIM/DEEARLE/CMM/238
COM/BIC/OIM/EOOLSEN/EM/236
COM/BIC/OIM/CGENDREAU
STATE/EB/OCA/ESACCHET

-----060739Z 078051 /15

R 052219Z APR 77
FM SECSTATE WASHDC
TO AMEMBASSY BANGKOK

UNCLAS STATE 075859

E.O. 11652:N/A

TAGS:BEXP: TH

SUBJECT: FY 1978 CCP

REF: BANGKOK 5376

1. OIM CONCURS WITH POST DECISION TO DROP CAMPAIGN ON BUILDING EQUIPMENT FOR FY-78 CCP. AS REPLACEMENT, CAMPAIGN ON COMMUNICATIONS EQUIPMENT HAS BEEN TENTATIVELY INCLUDED. THIS CAMPAIGN RECOMMENDATION STEMS FROM MARKET OPPORTUNITIES IDENTIFIED BY RECENT GLOBAL MARKET SURVEY ON COMMUNICATIONS EQUIPMENT AND WOULD SUPPORT U.S. REGIONAL TRADE CENTER EXHIBITION IN SINGAPORE ON COMMUNICATIONS EQUIPMENT SCHEDULED FOR JULY '78. IF POST CONSUDDCONCURS, SUGGEST FOLLOWING AS OBJECTIVE AND RATIONALE AND CAMPAIGN ACTIONS: OBJECTIVE AND RATIONALE: THE ECONOMIC DEVELOPMENT PROJECT OF THE TELEPHONE ORGANIZATION OF THAILAND (1977-1984) HOPES TO CORRECT A SERIOUS SHORTAGE OF TELE-
UNCLASSIFIED

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PAGE 02 STATE 075859

PHONE SERVICES IN BOTH URBAN AND RURAL AREAS. MAJOR DEVELOPMENT WILL FOCUS ON INCREASING EXCHANGE LINES IN URBAN AND RURAL AREAS AND INCREASING THE NUMBER OF PUBLIC TELEPHONES. TOTAL COST IS PROJECTED AT 401 MILLION DOLLARS. THE TOTAL CIVILIAN AND MILITARY IMPORT MARKET OF COMMUNICATIONS EQUIPMENT TOTALLED 19.2 MILLION DOLLARS

IN 1974. IMPORT DEMAND IS ESTIMATED TO REACH 57 MILLION DOLLARS BY 1980. SINCE THE TELEPHONE ORGANIZATION OF THAILAND WANTS TO BUY EQUIPMENT THAT WILL INTERFACE WITH EXISTING EQUIPMENT AND SINCE U.S. COMPANIES HAVE 65 PERCENT OF THE IMPORT MARKET, THIS CAMPAIGN PROVIDES A SOUND BASIS FOR EXPANSION OF THE U.S. SHARE OF THE MARKET. CAMPAIGN ACTIONS: (A) UPDATE LIST OF MAJOR PROSPECTIVE CUSTOMERS, PRINCIPAL POTENTIAL AGENTS AND DISTRIBUTORS BY DECEMBER 31, 1977. (B) IN CONNECTION WITH FOREIGN BUYERS SERVICE PROGRAM, ORGANIZE A SPECIALIZED FOREIGN BUYERS GROUP TO ATTEND INTELCOM '77, ATLANTA, GEORGIA, OCTOBER 9-15, 1977. (C) PREPARE PRESS RELEASES ON COMMUNICATION EQUIPMENT EXHIBITION SCHEDULED FOR USRTC SINGAPORE BY JUNE '78 AND DISTRIBUTE TO LOCAL PRESS BY JUNE 30, 1978. (D) ASSIST LOCAL TRAVEL AGENT IN ORGANIZATION OF GROUP TRAVEL FOR LOCAL BUSINESSMEN TO VISIT SINGAPORE EXHIBITION BY JUNE 30, 1978. (E) IN COOPERATION WITH USRTC SINGAPORE, CONDUCT A MAIL CAMPAIGN AND THIRTY BLUE RIBBON CALLS TO ENCOURAGE ATTENDANCE AT THE USRTC EXHIBITION BY JUNE 30, 1978.

2. IF HOSPITAL DIRECTORS' CONFERENCE IS HELD IN OCTOBER '78, OIM MAY BE ABLE TO ORGANIZE PROPOSED CATALOG SHOW. HOWEVER, IF CONFERENCE IS CHANGED TO SEPTEMBER, THUS MOVING EXHIBITION INTO FY'78, WE WOULD BE UNABLE TO SCHEDULE EVENT BECAUSE OF LIMITATIONS ON PROGRAM LEVEL. WITH THE PROJECTED EXPANSION IN HOSPITAL FACILITIES PLANNED IN THAILAND, THIS APPEARS TO BE A GOOD EVENT FOR FY'79, ESPECIALLY IF IT CAN BE SCHEDULED IN UNCLASSIFIED

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PAGE 03 STATE 075859

CONJUNCTION WITH HOSPITAL DIRECTORS' CONFERENCE.

3. TWENTY ADDITIONAL COPIES OF FY 1977 CCP WILL BE AIRMAILED TO POST WEEK OF MARCH 21.
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Message Attributes

Automatic Decaptioning: X
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Decaption Note:
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Disposition Case Number: n/a
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Disposition Event:
Disposition History: n/a
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Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Original Handling Restrictions: n/a
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Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 BANGKOK 5376
Retention: 0
Review Action: RELEASED, APPROVED
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2889966
Secure: OPEN
Status: NATIVE
Subject: FY 1978 CCP
TAGS: BEXP, TH
To: BANGKOK
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/680bfa9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009